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# **Expand Your Business Through Cell Phone Marketing**

You might or might not be aware that there has been a huge expansion in cell phone texting so that now over 70% of cell phone users have and use this capability. World wide that is more than 2 BILLION people using text messaging. The term SMS, or short message service, describes the message format of up to 160 characters utilized by all mobile phone companies. This SMS standard makes mobile phone advertising a lot simpler and responsible for a lot of the dramatic increase in this kind of advertising.

There were typical problems in the beginning when many marketers sent unwanted information just like they did when email was new. But now laws have been passed to stop the practice and all mobile service providers have adopted standard guidelines. Once this happened, cell phone or mobile marketing became a legitimate advertising channel.

A new development that has made cell phone marketing even more popular is the use of short codes. Short codes are special telephone numbers, much shorter than regular phone numbers, that can be used to address SMS messages. These codes are usually just four or five numbers. This has created a new approach to reach out to potential customers. Now, many of the brands around the world look upon certain mobile short code numbers as mobile domain names.

Short codes are usually numbers assigned to mobile operators of a particular location, which they use for brand campaigning and other purposes. Some short codes are the same for all mobile providers so these are called common short codes, abbreviated CSC.

Standards adopted by the Mobile Marketing Association make it mandatory that clients opt-in, like they do with email, to receive additional information. The customer can opt out at any time by texting the word STOP to the short code. Following these standards is required for all cellular marketers within the USA.

The newest mobile marketing techniques use the multi-media message service or MMS which allows the transmission of short promotional videos and animations. Nearly all new phones produced with a color screen are capable of sending and receiving MMS messages.

Another new development is advertising on web pages specifically meant for access by cell phones. The Mobile Marketing Association has provided guidelines for the format of ads and presentations which has led to the development of advertising networks focused on cell phone marketing. These networks can assist the advertiser in ad development as well as campaigns to solicit web page views by cell phone users.

Some cell phone companies also offer SMS services to specific geographic areas. The provider uses the GPS chip present in most new phones to locate subscribers and can also access the users of cell towers in specific areas. This provides the mobile marketer with the opportunity to do local advertising at a lower cost.

Since the number of mobile phone users is constantly increasing, cell phone marketing will become a more accepted and important component of any marketing effort. If you are not currently taking advantage of this relatively new opportunity, you should start looking for ways to take advantage of it. If you don't, you can be sure that your competitors will.

Kurt Demassio has specialized in websites on internet marketing, fitness and weight loss, his latest website [www.bulovawatcheswomen.org](http://www.bulovawatcheswomen.org) evaluates and lists the best [Bulova Watches Women](#).

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